Method and system for customising build-to-order products

Abstract

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A method and system for configuring a product assembled from a plurality of components, where each component may be available in several variants; the method comprises the steps of presenting to a user, via a user interface, a first plurality of variants of a first component; receiving from a user an indication of a first variant selected from the first plurality of variants; presenting to the user via the user interface a graphical representation of the first variant; presenting to the user, via the user interface, a second plurality of variants of a second component; receiving from the user an indication of a second variant selected from the second plurality of variants; presenting to the user via the user interface a graphical representation of the first selected variant of the first component in the predetermined relationship to the second selected variant of the second component.

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(Figure 4 should be published)